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CLAIMS:

What is claimed is:

- 1 1. A method, in a computing device, for identifying
2 cross-selling opportunities, comprising:
3 processing data to identify associations of products
4 or services for potential cross-selling; and
5 processing the identified associations to identify a
6 subset of the associations based on profitability analysis
7 such that the subset of associations determined, from the
8 profitability analysis, to generate a profit when cross-
9 sold.
- 1 2. The method of claim 1, wherein processing data to
2 identify associations of products or services for
3 potential cross-selling includes generating one or more
4 association rules using one or more knowledge processing
5 techniques.
- 1 3. The method of claim 2, wherein the one or more
2 processing techniques include association analysis.
- 1 4. The method of claim 1, further comprising:
2 calculating profitability for at least two of the
3 products or services.
- 1 5. The method of claim 4, further comprising:
2 identifying profit level categories based on business
3 logic; and
4 associating the at least two products or services
5 with one or more of the profit level categories.

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1 6. The method of claim 5, wherein the subset of
2 associations are associations which have products or
3 services that are associated with profitable profit level
4 categories.

1 7. The method of claim 5, wherein the subset of
2 associations are associations which have products or
3 services that are associated with profit level categories
4 that meet acceptable criteria.

1 8. The method of claim 1, further comprising:
2 identifying one or more customers for marketing
3 cross-selling opportunities based on the subset of
4 associations.

1 9. The method of claim 1, further comprising:
2 generating one or more marketing strategies based on
3 the subset of associations.

10. The method of claim 1, wherein the association rules include a correspondence between two or more products or services, a measure of profitability, a measure of support, a measure of confidence, and a measure of lift.

11. An apparatus for identifying cross-selling opportunities, comprising:

- means for processing data to identify associations of products or services for potential cross-selling; and
- means for processing the identified associations to identify a subset of the associations based on profitability analysis such that the subset of associations determined, from the profitability analysis, to generate a profit when cross-sold.

12. The apparatus of claim 11, wherein the means for processing data to identify associations of products or services for potential cross-selling includes means for generating one or more association rules using one or more knowledge processing techniques.

1 13. The apparatus of claim 12, wherein the one or more
2 processing techniques include association analysis.

1 14. The apparatus of claim 11, further comprising:
2 means for calculating profitability for at least two
3 of the products or services.

1 15. The apparatus of claim 14, further comprising:
2 means for identifying profit level categories based
3 on business logic; and
4 means for associating the at least two products or
5 services with one or more of the profit level categories.

1 16. The apparatus of claim 15, wherein the subset of
2 associations are associations which have products or
3 services that are associated with profitable profit level
4 categories.

17. The apparatus of claim 15, wherein the subset of
associations are associations which have products or
services that are associated with profit level categories
that meet acceptable criteria.

1 18. The apparatus of claim 11, further comprising:

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2 means for identifying one or more customers for
3 marketing cross-selling opportunities based on the subset
4 of associations.

1 19. The apparatus of claim 11, further comprising:
2 means for generating one or more marketing strategies
3 based on the subset of associations.

1 20. The apparatus of claim 11, wherein the association
2 rules include a correspondence between two or more
3 products or services, a measure of profitability, a
4 measure of support, a measure of confidence, and a measure
5 of lift.

1 21. A computer program product in a computer readable
2 medium for identifying cross-selling opportunities,
3 comprising:

4 first instructions for processing data to identify
5 associations of products or services for potential cross-
6 selling; and

7 second instructions for processing the identified
8 associations to identify a subset of the associations
9 based on profitability analysis such that the subset of
10 associations determined, from the profitability analysis,
11 to generate a profit when cross-sold.

1 22. The computer program product of claim 21, wherein the
2 first instructions for processing data to identify
3 associations of products or services for potential cross-
4 selling include instructions for generating one or more
5 association rules using one or more knowledge processing
6 techniques.

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1 23. The computer program product of claim 22, wherein the
2 one or more processing techniques include association
3 analysis.

1 24. The computer program product of claim 21, further
2 comprising:
3 third instructions for calculating profitability for
4 at least two of the products or services.

1 25. The computer program product of claim 24, further
2 comprising:
3 fourth instructions for identifying profit level
4 categories based on business logic; and
5 fifth instructions for associating the at least two
6 products or services with one or more of the profit level
7 categories.

1 26. The computer program product of claim 25, wherein the
2 subset of associations are associations which have
3 products or services that are associated with profitable
4 profit level categories.

1 27. The computer program product of claim 25, wherein the
2 subset of associations are associations which have
3 products or services that are associated with profit level
4 categories that meet acceptable criteria.

1 28. The computer program product of claim 21, further
2 comprising:
3 third instructions for identifying one or more
4 customers for marketing cross-selling opportunities based
5 on the subset of associations.

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1 29. The computer program product of claim 21, further
2 comprising:
3 third instructions for generating one or more
4 marketing strategies based on the subset of associations.

30. The computer program product of claim 21, wherein the
association rules include a correspondence between two or
more products or services, a measure of profitability, a
measure of support, a measure of confidence, and a measure
of lift.